

NEW LOCAL OWNERSHIP, SAME DEPENDABLE SERVICE

October 2017



Scott Rice Oklahoma, the leading office furniture dealer in the state, has been acquired by Steve Morrow, a 33-year Steelcase executive who has been serving as president/CEO of Scott Rice since 2015. After successfully leading the dealership through an ownership transition, Steve purchased the business from Steelcase and will remain here in Oklahoma, residing in Tulsa with his wife Jenny.



“We prefer local, independent ownership for our dealers, so we’re pleased that Steve sees the opportunity in Oklahoma and purchased the dealership,” says Jean-Marie Murphy, vice president, Channel Development at Steelcase. “Scott Rice was a strong organization that has become even stronger, thanks to some great work from Steve and his team. We look forward to having him as a dealer owner.”



“I’ve been fortunate to work with our great local team and proud of what this business has accomplished for nearly 100 years,” says Morrow, “Now it’s time for our next chapter to emerge working with our experienced leadership team and all the Scott Rice Associates work together to grow our business by providing outstanding service to organizations throughout the greater Oklahoma market.”

“We look forward to continuing the tradition where Scott Rice, Steelcase and other partners team up to deliver a comprehensive portfolio of the innovative product and services solutions to our clients in the corporate, education and healthcare markets.”



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Steve Morrow, President, Scott Rice Oklahoma

Prior to joining Scott Rice, Steve was vice president of Sales for Steelcase Health, a brand dedicated to developing research-driven, evidence-based solutions for the healthcare industry.



Previously, Steve was vice president of Strategic Projects for Steelcase North America (2011-12) where he focused on the deployment of the new Steelcase Americas sales model. Prior to that (2005-11), Steve was vice president of Sales for Steelcase North America, overseeing Steelcase sales in the U.S. and Canada.

Before that, Steve was vice president, Dealer and Customer Alliances (2000-05), responsible for the continued development of the Steelcase dealer network in North America and helping dealers transition their businesses for the future.

Steve began his career with Steelcase in 1984 as district manager in Pittsburgh. He also held sales management roles in the Detroit, St. Louis and Cleveland offices before becoming vice president of Sales for the Western Region in 1995.

In 1998, he became vice president, Worldwide Alliance Key Accounts and Market Sales, where he led focused national sales teams that specialized in the following areas: large global accounts headquartered in the U.S., target customer segments (government, education, health care), advanced sales of new products (e.g., Pathways) and workplace strategies consulting.

Before joining Steelcase, Steve was with the Hobart Corporation, a commercial food equipment manufacturer, beginning in 1980 as district accounts manager based in Cincinnati, Ohio, and from 1982 to 1984 as national accounts manager based in Louisville, Ky.

Born in Columbus, Ohio, Steve received a bachelor of science in business in 1980 from Miami University in Oxford, Ohio.

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